

RECRUITNY

New York's Most Successful Statewide Recruitment Event

Sponsored by
Lincoln Financial Group

National
LOSAP PLUS
HERO
heroplusprogram.com



How to Host a Virtual Recruitment Event

Each April, the Firefighters Association of the State of New York (FASNY) asks departments across the state to host open house events as part of RecruitNY. And each year, hundreds of departments step up to answer the call during RecruitNY Weekend.

FASNY provides all the promotional tools, tips and tricks for a successful open house event at recruitny.org. There are many ways to participate, including in a virtual setting. Here are some steps to hosting a successful virtual open house event.

Step 1: Assemble a Crew

Create a RecruitNY Committee. We recommend including:

- Someone who is tech- and social media-savvy with familiarity of platforms like Facebook and Zoom
- Someone comfortable on camera who can articulate the benefits of the volunteer fire service
- Someone with public relations experience

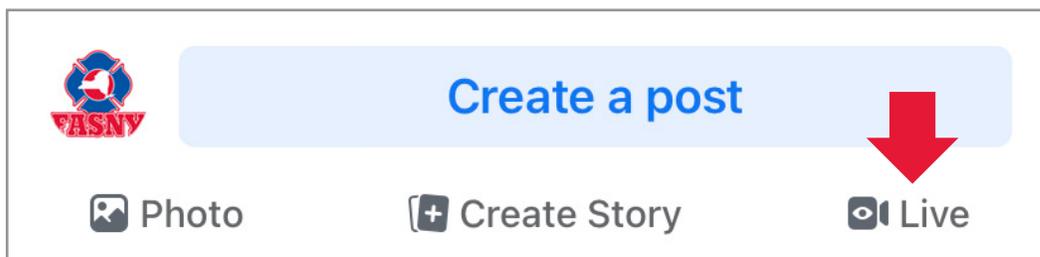
These are just some suggestions. The key is to have as many different areas of expertise represented as possible involved with the project.

Step 2: Facebook Live and Video

As you know, the public loves a good live fire or vehicle extrication demonstration. You can do the same in a virtual setting with Facebook Live.



Facebook Live is an easy-to-use platform for livestreaming. Just as it sounds, this is a live broadcast that can be viewed by anyone on Facebook. Best of all, it doesn't require an expert in cinematography. Facebook makes it easy to livestream any event with the simple tap of a button from your smartphone.



Video content is extremely important for any virtual event and there are several ways to go about collecting it – with or without Facebook Live. For example, you may want to offer a live or recorded tour of the firehouse or your newest apparatus. We recommend you tap the talent of a well-spoken member who's comfortable on camera to capture this content.

Do several dry runs and use these outtake clips to preview the video on your website and social media page.

Step 3: Zoom Q&A

Many of us have become familiar with the Zoom platform recently. RecruitNY is a great opportunity to utilize this popular virtual meeting software that you can easily download, install and create an account on. Essentially, Zoom allows users from any location to gather in one virtual place. In this case, it allows you to bring together your members with the public.



Invite your community to a live Q&A session with department members who can help introduce them to the ins and outs of the volunteer fire service. We recommend getting a good cross-section of the department – men, women, new and old.

Have some questions prepared or check out our FAQ sheet we have developed for timely concerns and opportunities like ...

- Why volunteer?
- Is it safe?
- What is a typical day at the firehouse like?
- How do you find time to volunteer?
- How do I join?

You might also use the option to share your screen to show some of the video you've created or other materials found at recruitny.org. Since video is such an important part of the virtual experience, it's recommended you record the Zoom conversation as well so you can share it on your social media channels afterward.

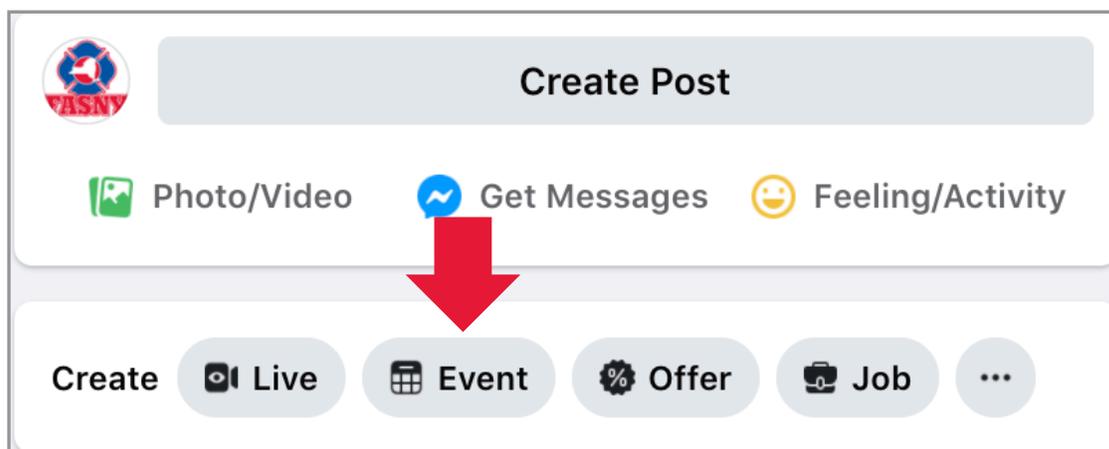
You'll need to get people to the Q&A.

- Set a meeting in the Zoom app
- Create a link
- Promote it on your website, Facebook page or other social media

We recommend adding all your video assets and links to your website so that you can send the public there from the promotional flyers, posters and yard signs available for download at recruitny.org

Step 4: Promotion Online and in the Community

Social media is your No. 1 weapon in the battle for attention! Create events for your Live sessions and Zoom Q&A on Facebook and urge your members to share those events on their personal pages. To create an event, simply log on to your department's page, find the "Create" box and select "Event."



Recruitny.org has tons of resources to help with this, including social media graphics, a companion tip sheet for this video and a press release template that will help you get media attention.

- Invite local media to promote your event with a "Firefighter for a Day" segment or interview with your recruitment officer or leadership
- Jump on local news websites and find event submission forms or emails

Finally, remember to collect all your content and links together on your website so you can send the public to a single place from the customizable flyers, posters and yard signs you place throughout your community to complement the media coverage. These signs, available for download at recruitny.org, are customizable, so you can use the space for whatever information you'd like to convey to the public: your website, your Facebook page, other social media accounts, etc.

Most Important Step: SIGN UP NOW!

Help FASNY put together a united front as we do a public relations blitz across the State and capture the attention of recruits in your community. Thanks to our growing list of participating departments at recruitny.org, we reach millions through media coverage each year.

This is why you need to go to recruitny.org and sign up now.



Even if you don't host an open house event, this is an opportunity to make your community aware that you need volunteers! So, sign up now at recruitny.org to add your name to the list!

Don't forget we've got all the resources you need to promote and execute a successful open house event no matter how you choose to have it. If you're going virtual, we've got you covered. And if things change between now and RecruitNY Weekend, your traditional open house promotion is covered as well.

